

## CLAIMS

- SUSA1)
1. A method for serving an image from a server to a client, comprising the steps of:  
specifying a set of one or more bitmap characteristics for an image transfer, at least one of the bitmap characteristics including a number of bits per pixel;  
responsive to a client request, generating a version of the image that conforms to the specified bitmap characteristic; and  
serving the version of the image back to the client.
- SUBBIT
2. The method as described in Claim 1 wherein the set of bitmap characteristics includes a bitmap compression format.
- SUSA2)
3. The method as described in Claim 3 wherein the step of generating the version of the image includes processing the image according to the specified bitmap compression format.
- SUBBIT
4. The method as described in Claim 2 wherein the bitmap compression format is lossy.
5. The method as described in Claim 2 wherein the bitmap compression format is non-lossy.

6. The method as described in Claim 1 wherein the step of specifying the set of bitmap characteristics include setting a graphic control.

5        7. The method as described in Claim 1 wherein the  
graphic control is a slider having first and second  
positions and a plurality of intermediate positions.

10 8. The method as described in Claim 7 wherein the  
first position selects a subset of bitmap characteristics  
for a fastest download and lowest quality version of the  
image.

9. The method as described in Claim 7 wherein the  
second position selects a subset of bitmap  
characteristics for a slowest download and highest  
quality version of the image.

10. A method for serving an image from a server to a client, comprising the steps of:

storing an image at the server;

at the client, specifying a set of one or more

5 bitmap characteristics for an image transfer, at least one of the bitmap characteristics including a number of bits per pixel;

at the server, responsive to a client request that includes data identifying a specified bitmap

10 characteristic, generating a version of the image that conforms to the specified bitmap characteristic; and

serving the version of the image back to the client.

11. The method as described in Claim 10 wherein the client is a computer having a browser for issuing the 15 client request.

12. The method as described in Claim 10 wherein the bitmap characteristics include a bitmap compression format.

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13. The method as described in Claim 10 wherein the bitmap characteristics include a number of dots per inch on a printer associated with the client.

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14. The method as described in Claim 10 wherein the image is stored at the server in a high resolution format.

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15. A method for serving a web page having an image, comprising the steps of:

at a web server, receiving a request for the web page; and

5        parsing the request to identify given data identifying a requested bitmap characteristic; if the request includes the given data, generating a version of the image that conforms with the requested bitmap characteristic; and  
10        serving the web page with the version of the image. ✓

16. The method as described in Claim 15 wherein the requested bitmap characteristic is a number of bits per pixel.

15        17. The method as described in Claim 15 wherein the requested bitmap characteristic is a number of bits per pixel and a given bitmap compression technique.

18. A computer program product in a computer-readable medium for serving bitmap-adjusted images to a plurality of web clients, comprising:

code executable at a given web client for enabling a )  
5 user to specify a bitmap characteristic;  
means operative upon receipt of a given request from  
a web client for parsing the given request to determine  
whether the user has specified a bitmap characteristic;  
means responsive to a positive determination for  
10 generating a bitmap-adjusted version of the image; and V  
means for serving the bitmap-adjusted version of the  
image in response to the given request.

19. The computer program product as described in  
15 Claim 18 wherein the bitmap characteristic is a number of  
bits per pixel. /

20. The computer program product as described in  
Claim 18 wherein the code executable on the given web  
20 client is an applet.

21. The computer program product as described in  
Claim 18 wherein the means for parsing includes a manager  
routine and a set of client response routines, wherein a

given client response routine is launched by the manager upon receipt by the manager of a given client request.

22. The computer program product as described in  
5 Claim 18 wherein the means for generating includes an  
image processor.

23. The computer program product as described in  
Claim 22 wherein the image processor includes means for  
10 processing the image according to a given bitmap  
compression technique.

24. A server operative in a computer network,  
comprising:

at least one image stored in a high resolution  
format;

5       an applet deliverable to a given web client for  
execution on the web client by a user to generate given  
data, the given data identifying a number of bits per  
pixel;

code responsive to receipt of a given request for  
10 the image for parsing the given request to identify the  
given data; and

code responsive to the identification for generating  
a version of the image having a reduced number of bits  
per pixel.

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25. The server as described in Claim 24 further  
including code for serving the version of the image  
having the reduced number of bits per pixel.

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26. A computer program product electronically deliverable to a web client for execution in a browser virtual machine, comprising:

- code for generating a user dialog including a master graphic control, the master graphic control having at least first and second positions and a plurality of intermediate positions; and
- code responsive to placement of the control at the first position for generating a set of bitmap characteristics for a fastest download and lowest quality version of an image; and
- code responsive to placement of the control at the second position for generating a set of bitmap characteristics for a slowest download and highest quality version of the image.

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